

12

RESOLUTION NO.

A RESOLUTION OF THE COUNCIL OF THE CITY OF MILPITAS AMENDING
RESOLUTION NO. 1626, THE CLASSIFICATION PLAN

WHEREAS, the City of Milpitas has a Classification Plan adopted as Resolution No. 1626 on December 17, 1968, in accordance with the Personnel Rules and Regulations of the City of Milpitas (Resolution No. 792 as amended);

WHEREAS, amendments to the Classification Plan are necessary to account for changes within the organization, transfers of duties, new job responsibilities, and adjustments to salary ranges.

NOW, THEREFORE, BE IT RESOLVED that Resolution No. 1626 is hereby amended effective March 1, 2005, as follows:

Adopt a resolution amending the classification plan to modify the salary range for the Economic Development Manager to an annual salary range of \$107,942 - \$131,205 and be placed in the unrepresented, exempt senior management group.

PASSED AND ADOPTED this 1st day of March, 2005, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

APPROVED:

Gail Blalock, City Clerk

Jose S. Esteves, Mayor

APPROVED AS TO FORM:

Steven T. Mattas, City Attorney

City of Milpitas, California

BUDGET CHANGE FORM

Type of Change	From		To	
	Account	Amount	Account	Amount
Check one:				
<input checked="" type="checkbox"/> Budget Appropriation	390-2940	\$26,906	390-1164111 390-116413x	\$21,868 \$5,038
<input type="checkbox"/> Budget Transfer				

Explain the reason for the budget change:

Amendments to the Classification Plan are periodically required to account for organization changes, increased job responsibilities and equity adjustments to salary ranges and/or other related changes or conditions. At the request of the City Manager, a study on the salary range for the Economic Development Manager was conducted by the Human Resources Department. Staff reviewed internal alignment with our own management staff. The study also included a review of salaries with similar size cities and those within a close geographic range. Analysis of the cities surveyed showed similar responsibilities to the revised Milpitas Economic Development Manager job description. The salaries for the surveyed cities ranged from \$111,000 to \$143,000. The current salary range for the Milpitas Economic Development Manager is \$86,675 - \$114,091. Based on the study, staff recommends that the salary range for the Economic Development Manager be increased to an annual salary range of \$107,942 - \$131,205. The revised salary should allow the City to attract qualified candidates to meet our business needs and to be competitive with comparable neighboring cities.

Approve a budget appropriation of \$26,906 from the Redevelopment Agency Fund Balance to fund the Economic Development Manager position.

☒ Check if City Council Approval required.

Meeting Date: March 1, 2005

Itemization of funds, if needed:			Amount
Requested by:	Division Head:	Date:	
	Department Head: <i>Choshnam</i>	Date: 2/16/05	
Reviewed by:	Finance Director: <i>m c. Karl</i>	Date: 2/16/05	
Approved by:	City Manager: <i>Charles Law</i>	Date: 2/16/05	
Date approved by City Council, if required:			Confirmed by:

CITY OF MILPITAS
Effective: 07/01/00
Revised: 03/01/05
EEOC: Admin
FLSA: Exempt
Unit: Unrepresented
Physical: 6

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general direction, performs managerial and administrative work to maintain and enhance the City's overall economic health and the revenue stream which funds the City's operating budget; evaluates and assesses the local and regional economy and the economic trends; develops programs to attract new businesses to the City and retain existing businesses; develops and implements an economic strategy that will become an integral part of the City organization and services; and performs other related duties.

DISTINGUISHING CHARACTERICS: This management position is responsible for administration of the City's overall economic growth and revenue stream. The incumbent works under the direction of the City Manager and may exercise technical and functional supervision over professional, technical and clerical staff.

EXAMPLES OF ESSENTIAL DUTIES - *Duties may include, but are not limited to the following:*

- Manages the development, implementation and evaluation of economic development program project objectives, policies and priorities.
- Plans, schedules and carries out program activities, including initial planning, feasibility determination, community involvement and acceptance, implementation with project timetables, and review and evaluation.
- Develops and implements programs for business enhancement, business retention and business expansion, works closely with local businesses and recruits potential businesses.
- Develops and implements strategies to assist with business growth and expansion; responds to inquiries concerning industrial and commercial development opportunities.
- Develops and implements a marketing program; prepares and maintains demographic, market and vacant land data base; coordinate the development of marketing materials; and coordinates special events for the business community.
- Manages the acquisition and disposition of real property for the City and Redevelopment Agency.
- Coordinates project activities with the other City departments to provide policy and technical support on economic development, and business retention and expansion issues; coordinates economic development activities with regional agencies and organizations.
- Coordinates and serves as City Liaison for economic development activities with regional agencies and organizations.

- Advises the City Manager and Assistant City Manager on economic development activities, including business assistance, employment generation and retention, commercial project development and neighborhood commercial revitalization.
- Prepares and monitors the economic development operating budget.
- Provides staff training on economic development programs and activities.
- Prepares and reviews documentation for consideration and action of the City Council and written and oral reports related to economic development policies and programs.
- Researches and prepares grants and proposals related to economic development and job development activities.
- Monitors and serves as staff liaison to local workforce development service provider.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Laws, regulations and procedures pertaining to economic development
- Public Administration principles
- Principles, practices and issues of economic development, including industrial recruitment, real estate, land development process, public and private financing and economic incentives; business retention methods
- Business, economic and market forces and indicators; budgetary methods and procedures
- Principles and practices of demographic research and analysis
- Statistics and mathematics applicable to economic analysis and principles, economic performance measures
- Practices and procedures of grant writing
- Marketing and promotional techniques used in the economic development area

Ability to:

- Plan and direct the operations of complex programs
- Coordinate and implement an economic/job development program, including a proactive outreach and communication program which projects a positive image of the City
- Organize work, set priorities and exercise sound independent judgment within established guidelines, including using creative ways to solve issues

- Work effectively with business leaders, financial institutions, citizens groups, elected officials, and department managers in interdepartmental and diverse team environments; negotiate and manage professional consulting agreements
- Negotiate and manage professional consulting agreements
- Work effectively in a highly visible position
- Interpret and apply complex rules, regulations, laws and ordinances
- Effectively communicate, both orally and in writing, fundamental technical information to the business community and general public
- Establish and maintain a positive customer service attitude and effective working relationships with internal and external customers contacted in the course of work
- Research and prepare complex community development and real estate data
- Operate a personal computer and programs used in the course of work
- Develop and maintain an operating budget

EDUCATION AND EXPERIENCE

Education: A Bachelors degree from an accredited college or university with major course work in Public or Business Administration, Planning or Economics or a related field.

Experience: Three to five years of progressive economic development experience with a track record of developing and implementing business attraction and retention programs.

LICENSE

Possession of, or ability to obtain and maintain a valid Class C California driver's license or the equivalent.

SPECIAL REQUIREMENTS: *Essential duties require the following physical abilities and work environment:* Ability to work in a standard office environment; repetitive keyboarding; ability to attend night meetings; able to travel to various locations within and outside the City of Milpitas.

Approved:

City Manager

Date

Human Resources Director